3.   **(Five Times Amended)**   A method of processing signals to select at least one datum with independent receiver specific relevance at a receiver station and deliver at said receiver station a receiver specific programming presentation, said receiver station having a computer and an output device, wherein said computer has a memory location for storing data and said output device outputs at least one of video, audio, and hardcopy, said method comprising the steps of:

receiving an information transmission from a remote station and passing at least a portion of said information transmission to said computer, said information transmission including data and at least one instruct signal;

detecting an instruct-to-select signal in said information transmission;

processing said data at said computer and selecting a plurality of subscriber data;

storing said selected plurality of subscriber data at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting subscriber information to output based on said step of storing; and

outputting at least one of a simultaneous presentation and a sequential presentation of said mass medium programming and said selected subscriber information.

4.   (Unchanged)   The method of claim 3, further comprising the step of: programming said receiver station to:

(1)   process one of a broadcast transmission and a cablecast transmission;

(2)   select a first datum communicated in said one of said broadcast transmission and said cablecast transmission; and

(3)   communicate said selected first datum to said computer.

5. **(Three Times Amended)**   The method of claim 3, wherein said step of outputting said at least one of said simultaneous presentation and said sequential presentation of said mass medium programming and said selected subscriber information is performed in response to a command, said method further comprising at least one of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station a command communicated from said remote station.

6. **(Three Times Amended)**   The method of claim 3, wherein said mass medium programming comprises at least one of television programming, radio programming, print programming, and a portion of multimedia programming.

7. (Unchanged)   The method of claim 6, wherein said step of selecting said subscriber information is performed in response to a first instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to process said first instruct signal communicated from said programming source that communicates said mass medium programming.

8. **(Four Times Amended)**   The method of claim 7, wherein at least one of said steps of:

processing, selecting subscriber information, and outputting is performed in accordance with a second instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to at least one of locate and identify said second instruct signal.

9.   (Unchanged)   The method of claim 3, wherein said step of storing said selected plurality of subscriber data occurs before the commencement of said step of receiving said mass medium programming from said programming source.

10.   (Unchanged)   The method of claim 3, further comprising the step of:

generating at least one subscriber datum to serve as a source of said subscriber information.

11.   (Unchanged)   The method of claim 3, wherein said selected plurality of subscriber data include a datum of at least one of price, portfolio holding, economic conditions, monetary value, and financial interest.

12.   **(Three Times Amended)**   The method of claim 3, wherein a series of locally generated images is outputted during the course of said mass medium programming, said method further comprising one of the steps of:

outputting said selected subscriber information in at least one of said series of images; and

outputting said selected subscriber information in response to a second instruct signal.

Please cancel claims 13 to 26.

27.   (Unchanged)   A method of controlling at least one of a plurality of receiver stations each of said plurality of receiver stations including one of a broadcast signal receiver and a cablecast signal receiver, at least one processor, at least one stored subscriber datum with independent receiver specific relevance, and a signal detector,

wherein said signal detector is adapted to receive signals from one of a broadcast signal and a cablecast signal, and wherein said at least one processor is programmed to respond to signals from said signal detector, said method comprising the steps of:

(1)   receiving at one of a broadcast transmitter station and a cablecast transmitter station at least one instruct signal which is effective at said at least one of said plurality of receiver stations to select said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with mass medium programming;

(2)   transferring said at least one instruct signal from said one of said broadcast transmitter station and said cablecast transmitter station to a transmitter;

(3)   receiving at least one control signal at said one of said broadcast transmitter station and said cablecast transmitter station, wherein said at least control signal identifies at least one specific receiver station device to which said at least one instruct signal is addressed; and

(4)   transferring said at least one control signal from said one of said broadcast transmitter station and said cablecast transmitter station to said transmitter, said one of said broadcast transmitter station and said cablecast transmitter station one of broadcasting and cablecasting said at least one instruct signal and said at least one control signal to said at least one of said plurality of receiver stations.

28.   (Unchanged)   The method of claim 27, wherein at least one of said at least one instruct signal and said at least one control signal is embedded in the non-visible portion of a television signal.

29.   **(Twice Amended)**   The method of claim 27, wherein said at least one control signal identifies at least two of said plurality of receiver stations asynchronously and each of said identified at least two of said plurality of receiver stations receives and responds to said at least one instruct signal asynchronously.

30.   (Unchanged)   The method of claim 27, wherein a switch communicates signals selectively from a first receiver and at least one of a memory and a recorder to a first transmitter, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct communication;

determining a specific signal source from which to communicate a second signal to said first transmitter;

controlling said switch to communicate said second signal to said first transmitter in response to said first signal which is effective at said first transmitter station to instruct communication;

controlling said switch to communicate said second signal from said specific signal source; and

controlling said switch to communicate to said at least one of said memory and said recorder a third signal which is effective at said at least one of said plurality of receiver stations to instruct.

31.   (Unchanged)   The method of claim 27, wherein a controller controls a switch to communicate to a first transmitter a selected signal, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct transmission;

inputting to said controller a second signal which is effective to control said switch;

controlling said switch to communicate at least one signal according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal

sources; and

controlling said switch to communicate a third signal to a selected one of a

plurality of transmitters.

32.   **(Four Times Amended)**   The method of claim 27, said method further

comprising at least one of:

transmitting to said at least one of said plurality of receiver stations at least one of

data that:

(a)   designate at least one of a time of transmission and a channel of

transmission of said at least one instruct signal; and

(b)   specify at least one of a title of and a subject matter included in at least

one of said mass medium programming and said data associated with said at least one

instruct signal; and

transmitting to said at least one of said plurality of receiver stations a first control

signal to cause said at least one of said plurality of receiver stations to tune to one of a

broadcast transmission and a cablecast transmission including a specific instruct signal.

33.   (Unchanged)   The method of claim 27, wherein said at least one control

signal includes downloadable code targeted to said at least one processor at said at least

one of said plurality of receiver stations, said downloadable code programming a way in

which said at least one processor responds to said at least one instruct signal.

34.   (Unchanged)   The method of claim 27, wherein said at least one of said

plurality of receiver stations is one of adapted to detect the presence of said at least one

control signal and programmed to respond to said at least one instruct signal on the basis

of a location of a first signal in an information transmission, said method further comprising the step of:

causing at least a portion of one of said at least one control signal and said at least one instruct signal to be transmitted in said location of said first signal in said information transmission.

Please cancel claims 35 to 46.

47.   **(Twice Amended)**   A method of processing signals to deliver a receiver specific programming presentation at a receiver station, said receiver station having a computer and an output device, with said computer having a memory location for storing data and said output device outputting at least one of video, audio, and hardcopy, said method comprising the steps of:

receiving a data transmission from a remote data source and passing said data transmission to said computer;

processing said data transmission at said computer and selecting one or more data of interest;

storing said selected one or more data of interest at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting designated information to output, said designated information being the product of processing at least a portion of said selected data;

detecting an instruct signal; and

outputting a simultaneous or sequential presentation of said mass medium program and said designated output in response to said instruct signal.

48.   (Unchanged)   The method of claim 47, further comprising the step of programming said receiver station to process a broadcast or cablecast transmission, select a datum communicated in said broadcast or cablecast transmission, and communicate said selected datum to said computer.

49.   (Unchanged)   The method of claim 47, wherein said step of outputting a simultaneous or sequential presentation of said mass medium programming and said designated information is performed in response to a command, said method further comprising one or more of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station a command communicated from a remote station.

50.   **(Twice Amended)**   The method of claim 47, wherein said mass medium programming comprises at least one of television programming, radio programming, print programming, and a portion of multimedia programming.

Please cancel claims 51 to 80.

II.   REMARKS

Applicants submit the foregoing claim amendments and cancellations for the purpose of expediting prosecution of the instant application. The amendments introduce no new matter. Specification support for the amendments is set forth below. Citations to the 1981 specification are to U.S. Patent No. 4,694,490 which issued on application serial number 06/317,510.

Claims 3, 6, 8, 12, 29, 32, 47 & 50 have been amended to recite "at least one," or "at least two," for occurrences of "one" and "two", respectively, to clarify that the

claimed invention is not limited to just "one" or "two" of the recited components. No new matter is added by these amendments.

Claim 5 is amended to replace "the" with "said" for consistency. No new matter is added by this amendment.

Claims 8 and 12 are amended to address minor inadvertencies. No new matter is added by these amendments.

Claim 32 has been amended to replace the term "contain" (or its variants) with the more conventional transitional term "include" (or its variants). No new matter is added by this amendment.

Claim 47 is amended to include the step of detecting an instruct signal. The outputting step is amended to be in response to the instruct signal. Support for this amendment can be found in the 1987 specification at page 26 lines 1-11, and page 34 line 35 to page 35 line 1, and in the 1981 specification at column 6 lines 48-50 and column 19 line 63 to column 20 line 2.
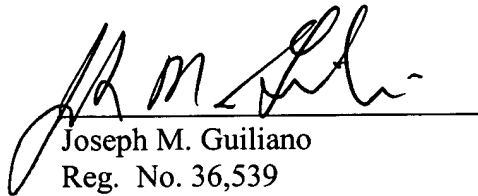
III.   CONCLUSION

Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.
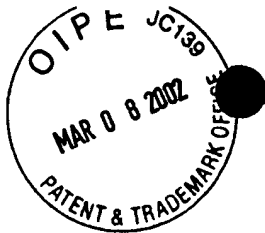
Date: <u>March 8, 2002</u>   Respectfully submitted,

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                                                            Fax No. 212-596-9090

Appendix A

Applicants' Marked-Up Claim Language

3.   **(Five Times Amended)**   A method of processing signals to select at least one datum with independent receiver specific relevance at a receiver station and deliver at said receiver station a receiver specific programming presentation, said receiver station having a computer and an output device, wherein said computer has a memory location for storing data and said output device outputs <u>at least</u> one of video, audio, and hardcopy, said method comprising the steps of:

receiving an information transmission from a remote station and passing at least a portion of said information transmission to said computer, said information transmission including data and at least one instruct signal;

detecting an instruct-to-select signal in said information transmission;

processing said data at said computer and selecting a plurality of subscriber data;

storing said selected plurality of subscriber data at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting subscriber information to output based on said step of storing; and

outputting at least one of a simultaneous presentation and a sequential presentation of said mass medium programming and said selected subscriber information.

4.   (Unchanged)   The method of claim 3, further comprising the step of:

programming said receiver station to:

(1)   process one of a broadcast transmission and a cablecast transmission;

(2)   select a first datum communicated in said one of said broadcast transmission and said cablecast transmission; and

(3)   communicate said selected first datum to said computer.

5.   **(Three Times Amended)**   The method of claim 3, wherein said step of outputting said at least one of said simultaneous presentation and said sequential

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presentation of said mass medium programming and said selected subscriber information is performed in response to a command, said method further comprising at least one of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station a command communicated from [the] said remote station.

6. **(Three Times Amended)** The method of claim 3, wherein said mass medium programming comprises at least one of television programming, radio programming, print programming, and a portion of multimedia programming.

7. (Unchanged) The method of claim 6, wherein said step of selecting said subscriber information is performed in response to a first instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to process said first instruct signal communicated from said programming source that communicates said mass medium programming.

8. **(Four Times Amended)** The method of claim 7, wherein at least one of said [step] steps of:

processing, selecting subscriber information, and outputting is performed in accordance with a second instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to at least one of locate and identify said second instruct signal.

9.   (Unchanged)   The method of claim 3, wherein said step of storing said selected plurality of subscriber data occurs before the commencement of said step of receiving said mass medium programming from said programming source.

10.   (Unchanged)   The method of claim 3, further comprising the step of:

generating at least one subscriber datum to serve as a source of said subscriber information.

11.   (Unchanged)   The method of claim 3, wherein said selected plurality of subscriber data include a datum of at least one of price, portfolio holding, economic conditions, monetary value, and financial interest.

12.   **(Three Times Amended)**   The method of claim 3, wherein a series of locally generated images [that] is outputted during the course of said mass medium programming, said method further comprising one of the steps of:

outputting said selected subscriber information in <u>at least</u> one of said series of images; and

outputting said selected subscriber information in response to a second instruct signal.

13.   **(Cancelled.)**

14.   **(Cancelled.)**

15.   **(Cancelled.)**

16.   **(Cancelled.)**

17.   (Cancelled.)

18.   (Cancelled.)

19.   (Cancelled.)

20.   (Cancelled.)

21.   (Cancelled.)

22.   (Cancelled.)

23.   (Cancelled.)

24.   (Cancelled.)

25.   (Cancelled.)

26.   (Cancelled.)

27.   (Unchanged)   A method of controlling at least one of a plurality of

receiver stations each of said plurality of receiver stations including one of a broadcast

signal receiver and a cablecast signal receiver, at least one processor, at least one stored

subscriber datum with independent receiver specific relevance, and a signal detector,

wherein said signal detector is adapted to receive signals from one of a broadcast signal

and a cablecast signal, and wherein said at least one processor is programmed to respond to signals from said signal detector, said method comprising the steps of:

(1)   receiving at one of a broadcast transmitter station and a cablecast transmitter station at least one instruct signal which is effective at said at least one of said plurality of receiver stations to select said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with mass medium programming;

(2)   transferring said at least one instruct signal from said one of said broadcast transmitter station and said cablecast transmitter station to a transmitter;

(3)   receiving at least one control signal at said one of said broadcast transmitter station and said cablecast transmitter station, wherein said at least control signal identifies at least one specific receiver station device to which said at least one instruct signal is addressed; and

(4)   transferring said at least one control signal from said one of said broadcast transmitter station and said cablecast transmitter station to said transmitter, said one of said broadcast transmitter station and said cablecast transmitter station one of broadcasting and cablecasting said at least one instruct signal and said at least one control signal to said at least one of said plurality of receiver stations.

28.   (Unchanged)   The method of claim 27, wherein at least one of said at least one instruct signal and said at least one control signal is embedded in the non-visible portion of a television signal.

29.   **(Twice Amended)**   The method of claim 27, wherein said at least one control signal identifies <u>at least</u> two of said plurality of receiver stations asynchronously and each of said identified <u>at least</u> two of said plurality of receiver stations receives and responds to said at least one instruct signal asynchronously.

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30.   (Unchanged)   The method of claim 27, wherein a switch communicates signals selectively from a first receiver and at least one of a memory and a recorder to a first transmitter, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct communication;

determining a specific signal source from which to communicate a second signal to said first transmitter;

controlling said switch to communicate said second signal to said first transmitter in response to said first signal which is effective at said first transmitter station to instruct communication;

controlling said switch to communicate said second signal from said specific signal source; and

controlling said switch to communicate to said at least one of said memory and said recorder a third signal which is effective at said at least one of said plurality of receiver stations to instruct.

31.   (Unchanged)   The method of claim 27, wherein a controller controls a switch to communicate to a first transmitter a selected signal, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct transmission;

inputting to said controller a second signal which is effective to control said switch;

controlling said switch to communicate at least one signal according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a third signal to a selected one of a plurality of transmitters.

32.   **(Four Times Amended)**   The method of claim 27, said method further comprising at least one of:

transmitting to said at least one of said plurality of receiver stations at least one of data that:

(a)   designate at least one of a time of transmission and a channel of transmission of said at least one instruct signal; and

(b)   specify at least one of a title of and a subject matter [contained] included in at least one of said mass medium programming and said data associated with said at least one instruct signal; and

transmitting to said at least one of said plurality of receiver stations a first control signal to cause said at least one of said plurality of receiver stations to tune to one of a broadcast transmission and a cablecast transmission [containing] including a specific instruct signal.

33.   (Unchanged)   The method of claim 27, wherein said at least one control signal includes downloadable code targeted to said at least one processor at said at least one of said plurality of receiver stations, said downloadable code programming a way in which said at least one processor responds to said at least one instruct signal.

34.   (Unchanged)   The method of claim 27, wherein said at least one of said plurality of receiver stations is one of adapted to detect the presence of said at least one control signal and programmed to respond to said at least one instruct signal on the basis of a location of a first signal in an information transmission, said method further comprising the step of:

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causing at least a portion of one of said at least one control signal and said at least one instruct signal to be transmitted in said location of said first signal in said information transmission.

35.   (Cancelled.)

36.   (Cancelled.)

37.   (Cancelled.)

38.   (Cancelled.)

39.   (Cancelled.)

40.   (Cancelled.)

41.   (Cancelled.)

42.   (Cancelled.)

43.   (Cancelled.)

44.   (Cancelled.)

45.   (Cancelled.)

46.   (Cancelled.)

47.   (Twice Amended)   A method of processing signals to deliver a receiver specific programming presentation at a receiver station, said receiver station having a computer and an output device, with said computer having a memory location for storing data and said output device outputting at least one of video, audio, and hardcopy, said method comprising the steps of:

receiving a data transmission from a remote data source and passing said data transmission to said computer;

processing said data transmission at said computer and selecting one or more data of interest;

storing said selected one or more data of interest at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting designated information to output, said designated information being the product of processing at least a portion of said selected data; [and]

detecting an instruct signal; and

outputting a simultaneous or sequential presentation of said mass medium program and said designated output in response to said instruct signal.

48.   (Unchanged)   The method of claim 47, further comprising the step of programming said receiver station to process a broadcast or cablecast transmission, select a datum communicated in said broadcast or cablecast transmission, and communicate said selected datum to said computer.

49.   (Unchanged)   The method of claim 47, wherein said step of outputting a simultaneous or sequential presentation of said mass medium programming and said

designated information is performed in response to a command, said method further

comprising one or more of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station a command communicated from a remote station.

50.   **(Twice Amended)**   The method of claim 47, wherein said mass medium

programming comprises <u>at least</u> one of television programming, radio programming,

print programming, and a portion of multimedia programming.

51.   **(Cancelled.)**

52.   **(Cancelled.)**

53.   **(Cancelled.)**

54.   **(Cancelled.)**

55.   **(Cancelled.)**

56.   **(Cancelled.)**

57.   **(Cancelled.)**

58.   **(Cancelled.)**

59.   **(Cancelled.)**

60.   (Cancelled.)

61.   (Cancelled.)

62.   (Cancelled.)

63.   (Cancelled.)

64.   (Cancelled.)

65.   (Cancelled.)

66.   (Cancelled.)

67.   (Cancelled.)

68.   (Cancelled.)

69.   (Cancelled.)

70.   (Cancelled.)

71.   (Cancelled.)

72.   (Cancelled.)

73.   (Cancelled.)

74.   (Cancelled.)

75.   (Cancelled.)

76.   (Cancelled.)

77.   (Cancelled.)

78.   (Cancelled.)

79.   (Cancelled.)

80.   (Cancelled.)